

The effort to focus on our social media accounts (Twitter and Facebook) in an engaging way started on August 24, 2017 with the new hashtag #WPSlearns announcing Manny Scott as our motivational speaker to all WPS employees. Since then, we have worked to increase the amount and type of posts on our current social media accounts. Twitter has more followers than Facebook so we have concentrated efforts on Twitter, every post that is made on twitter is sent automatically to Facebook. In our posts, we have focused on:

- Increasing short video clips
- Increasing images
- Focusing on student work and performances
- Highlighting WPS events and students in the community
- Tagging relevant parties (aka @tweetworchester)
- Retweeting relevant posts about WPS

The twitter feeds directly to the homepage of the website. Visitors do not need to have a social media account to see our twitter posts by going directly to our website. In the past 3 months we have increased Twitter followers by 5.2% (367 followers).

Current Twitter Followers: 7,010
 Current Facebook Followers: 1,599
 Current Facebook Page Likes: 1,474

Twitter Statistics over last four months.

| | July 2017 | August 2017 | September 2017 | October 2017 |
|--------------------------|-----------|-------------|----------------|--------------|
| Tweets | 11 | 16 | 20 | 19 |
| Tweet Impressions | 39,900 | 143,000 | 282,000 | 52,400 |
| New Followers | -40 | 88 | 1 | 179 |
| Profile Visits | 1,451 | 13,300 | 3,330 | 2,216 |
| Mentions | 26 | 293 | 129 | 95 |

We are able to identify trends that bring in large impressions. In August all WPS employees gathered at the DCU for a national speaker, there was an uptick in tweet impressions, profile visits, and mentions on that day. In September, the New England Patriots & SNHU announced the donation of the Tech labs which account for the doubling of impressions on those posts that both included pictures which contributed to that month's 282,000 impressions. The Patriots' activities are the highest amount of impressions over the course of the past 12 months (second were snow day announcements).

We are in the process of hiring a Digital and Social Media Specialist. This person will create a plan for increasing our current social media presence by creating more authentic content and videos. They will also explore adding several other platforms that will reach our students. Currently Facebook and Twitter mostly reach our families and community members.

An RFP is being posted for the design of a new brand, collaterals and interface design of a new website.